Cutting-Edge Projects Using QuickTime VR

Session 726

Cutting-Edge Projects Using QuickTime VR

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Cutting-Edge Projects Using QuickTime VR

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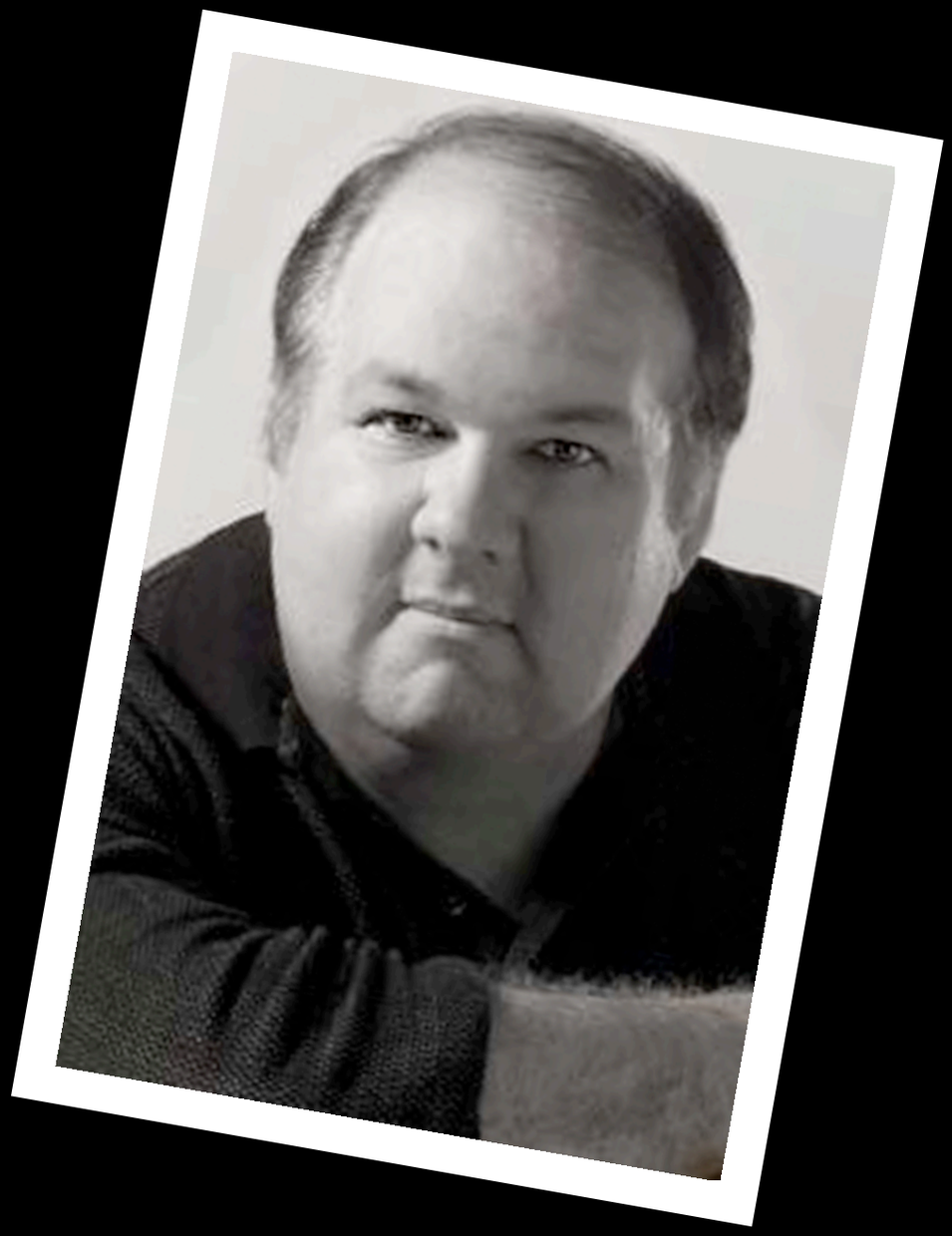
Who Is that VR Guy?

- LightSpeed Media



Dennis Biela

- 24 years photographic experience
- Photojournalist and commercial
- Certified as an expert in the field of digital imaging by the United States Government
- Client list includes: Mercedes-Benz, Jaguar, BMW, Cessna, General Motors, Apple Computer, Esplanade Singapore, Michelin Tires N.A., National Air and Space Museum, US Environmental Protection Agency, Car and Driver, Ocean Drive and Automobile magazines, Four Seasons Hotels, and MGM Properties

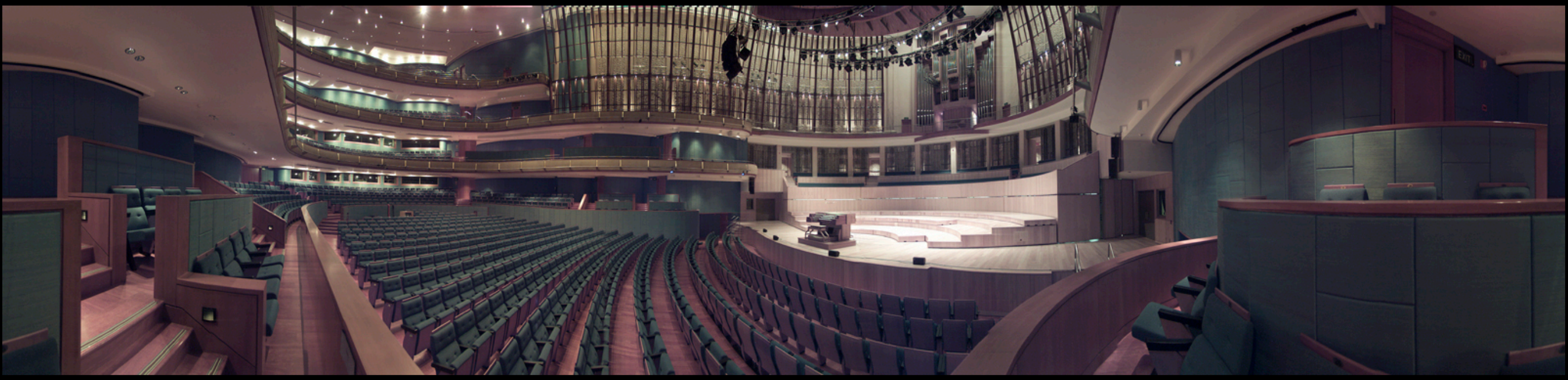
What Is QuickTime VR?

Demo

Project Overviews

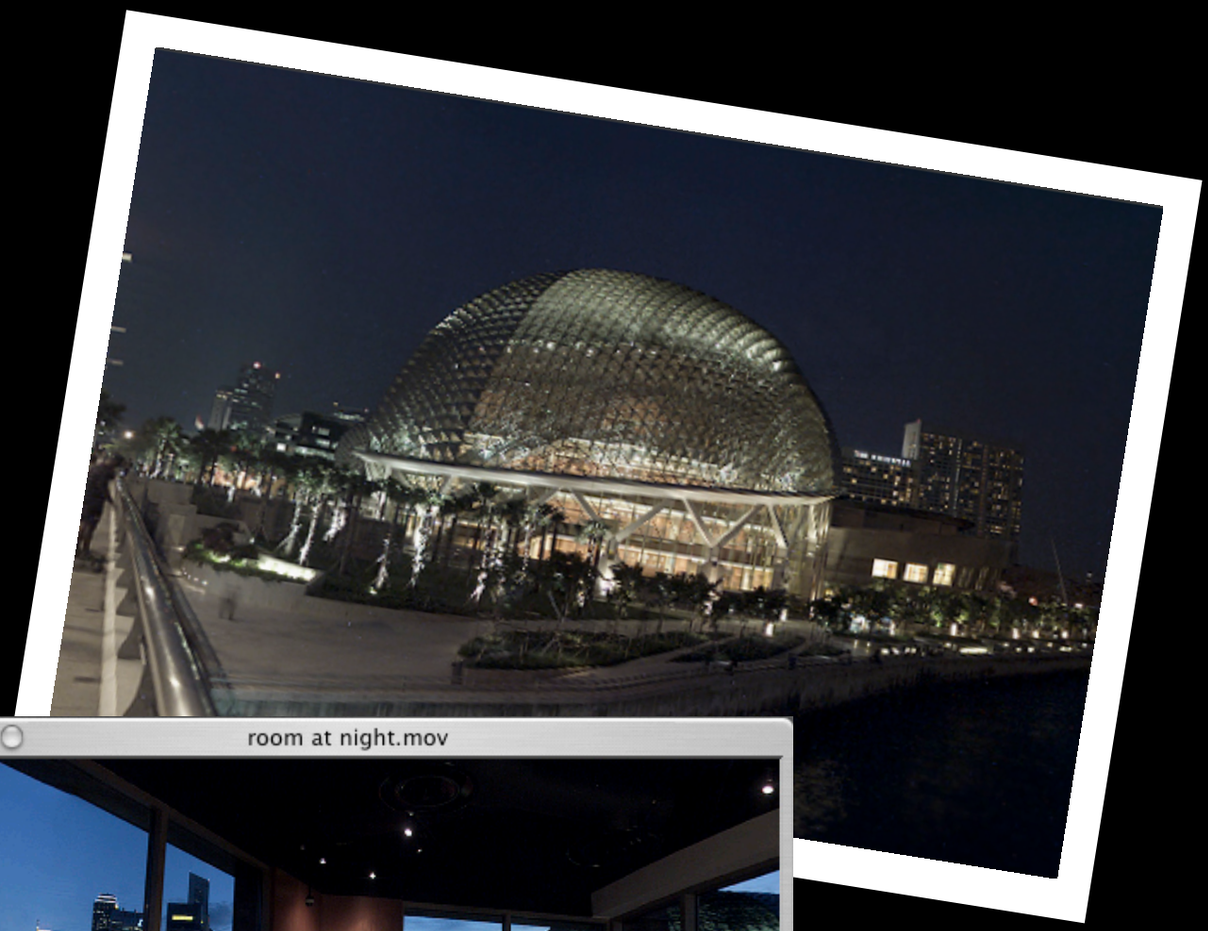
- Esplanade Singapore
  - Web, Cyberbox, and Plasma screens
- CitationShares
  - Web
- National Air and Space Museum
  - Hand-held, Plasma screens, kiosk, and CDs

Esplanade Singapore



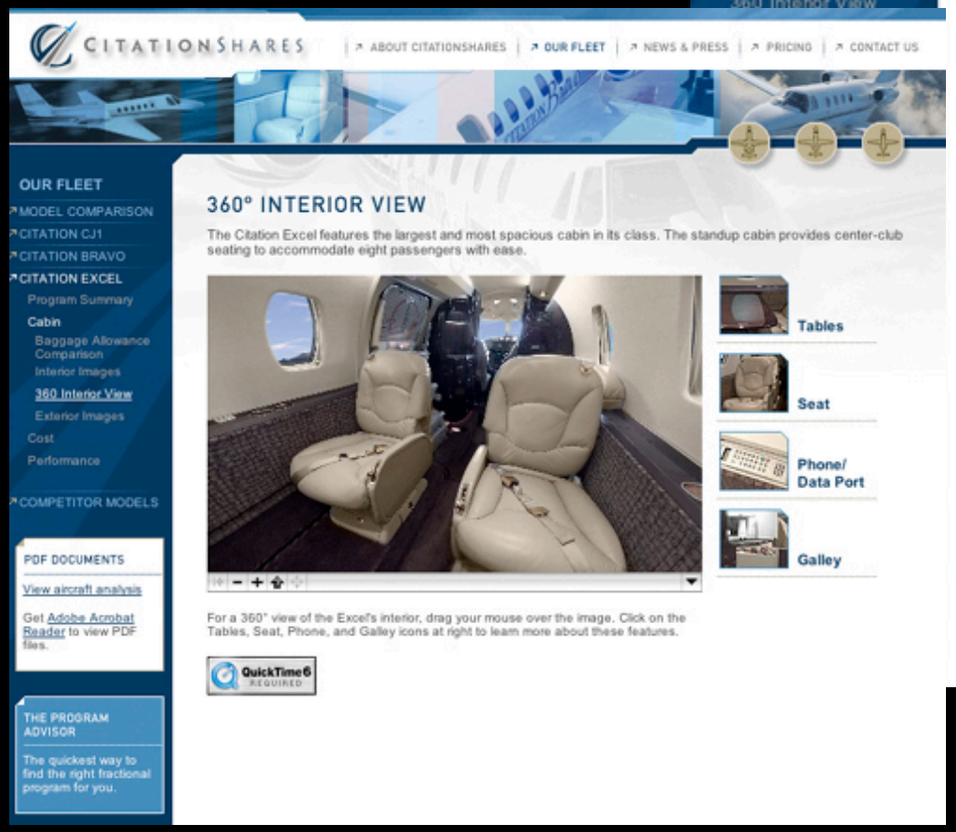
Esplanade Singapore

- Selling the concept
- Expectations
- Client concerns
- Mac versus PC
- Preplanning



CitationShares

- Zentropy Partners —client
- Agency proposed concept



CitationShares

- Expectations
- Never show rough work
- Timeline to finish

Demo

National Air and Space Museum

Current project

National Air and Space Museum

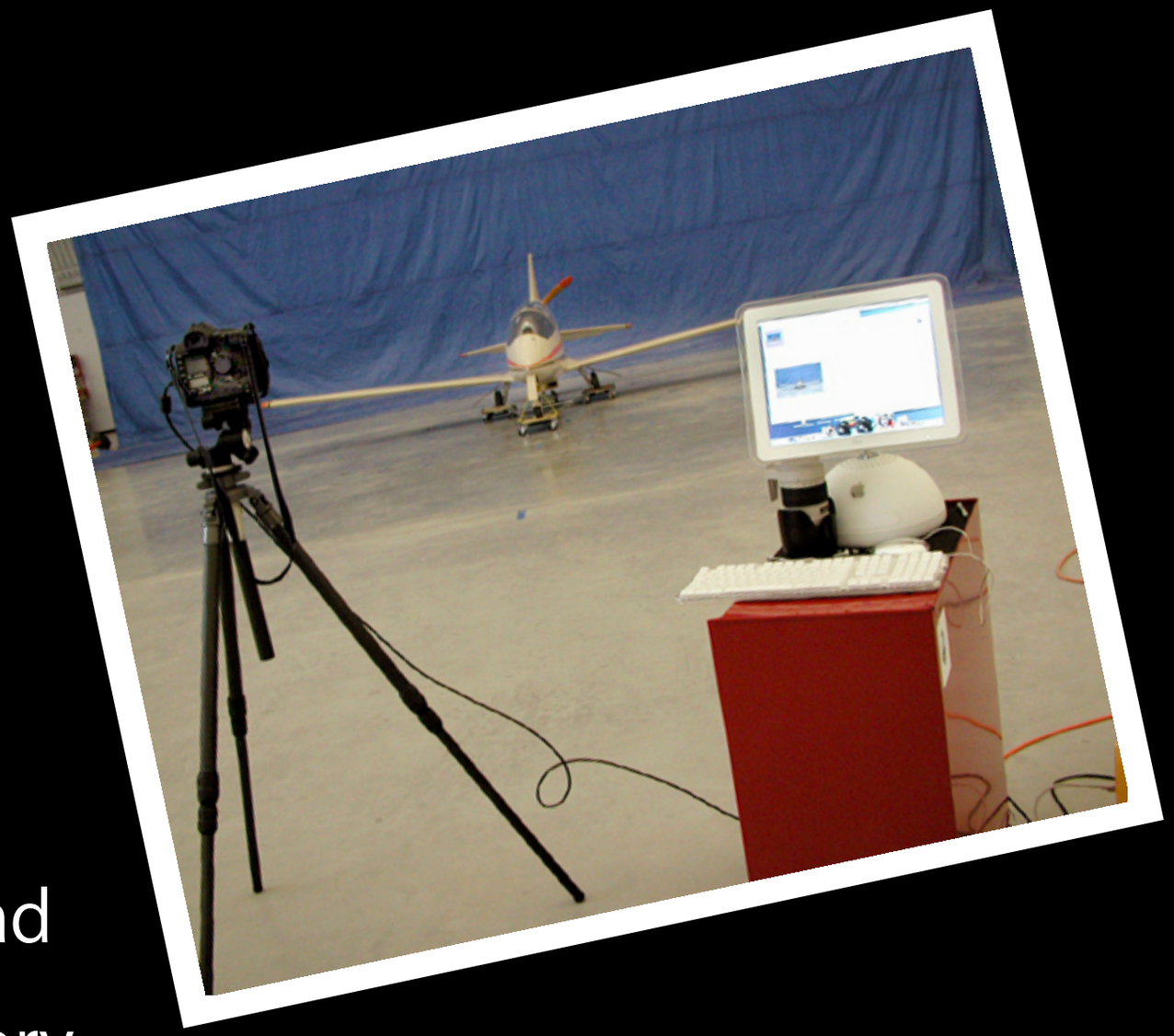
- Over 200 aircraft and 144 space artifacts to photograph
- Project duration 8 months—could last 2 years

National Air and Space Museum

- Initial contact with museum
- Selling the concept
- Prototyping
- Expectations
- Client concerns
- Mac versus PC

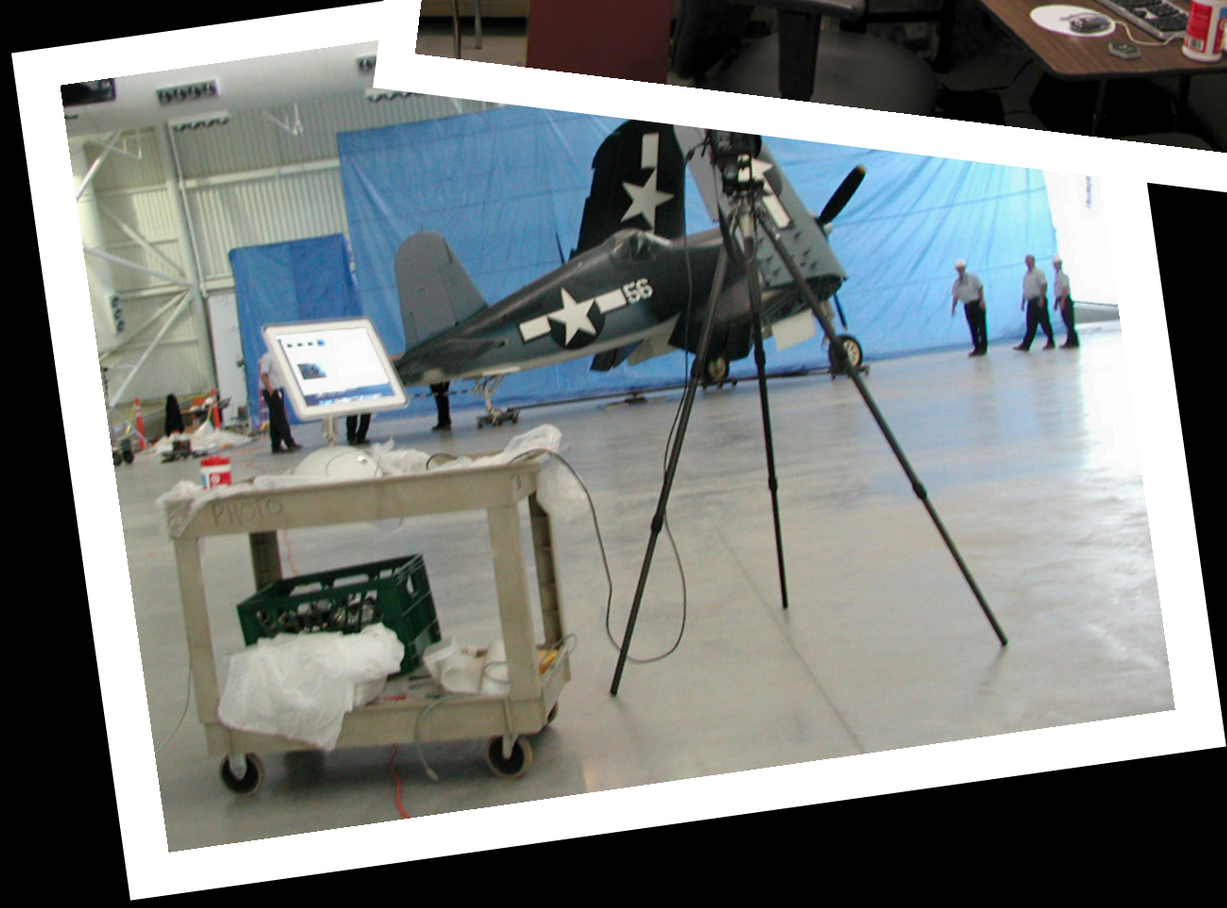
Creating Content
Hardware and Problem Solving

- Hardware
  - Apple computer
  - Nikon, Canon—digital cameras
  - Bogen—lighting and stands
  - Kaidan—VR heads
  - Corybant West—VR head
  - Lexar Media—CF memory
  - Gretag Macbeth—color



Creating Content

- Using
  - 5 computers and 2 PowerBooks
  - 2 Photographers
    - (Dennis Biela and David Palermo)
  - 1 Volunteer
  - 1 NASM staff
  - 1 CES staff



Problem Solving

Color Management

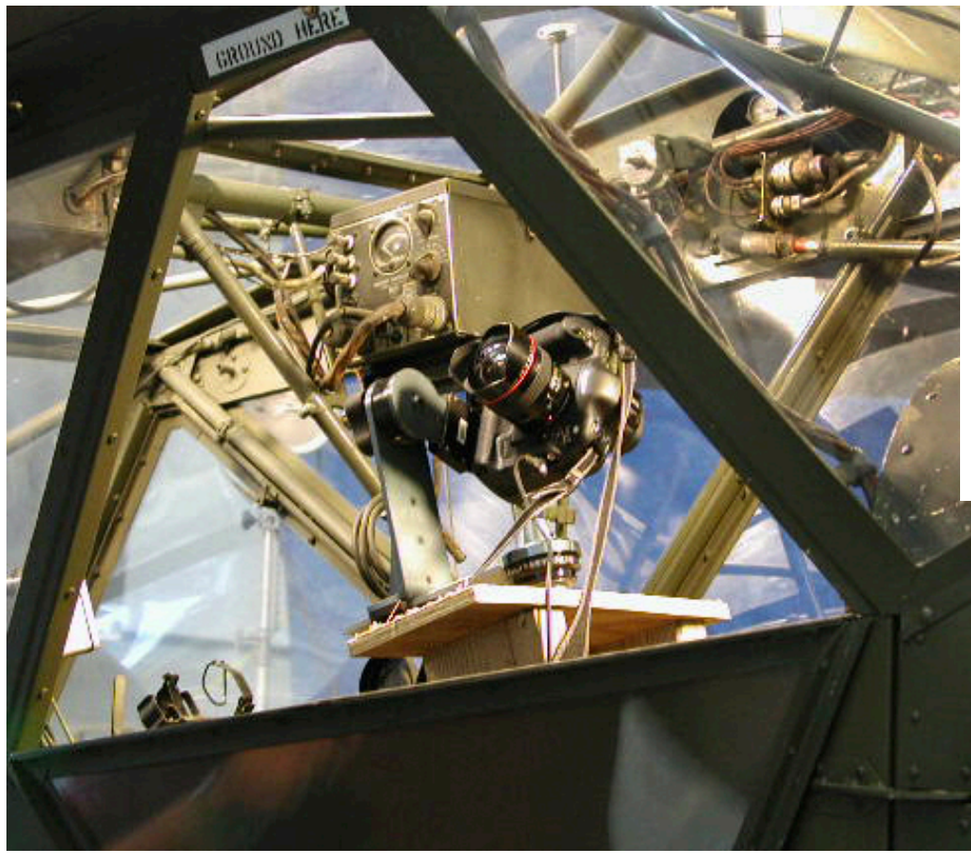
- Kevin O’Connor
- Gretag Macbeth
- Apple Computer—ColorSync

Custom Hardware

Lighting

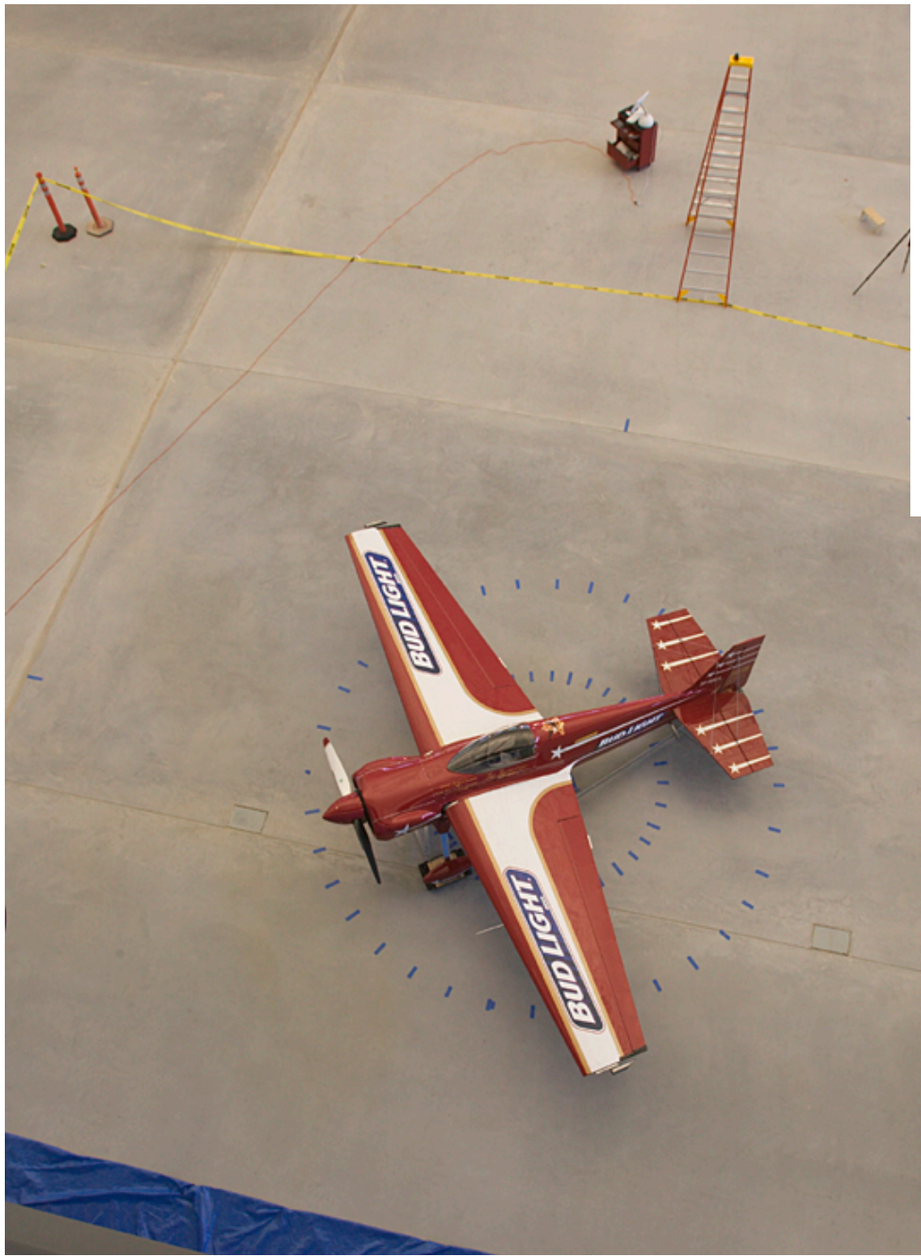
Small florescent bulbs

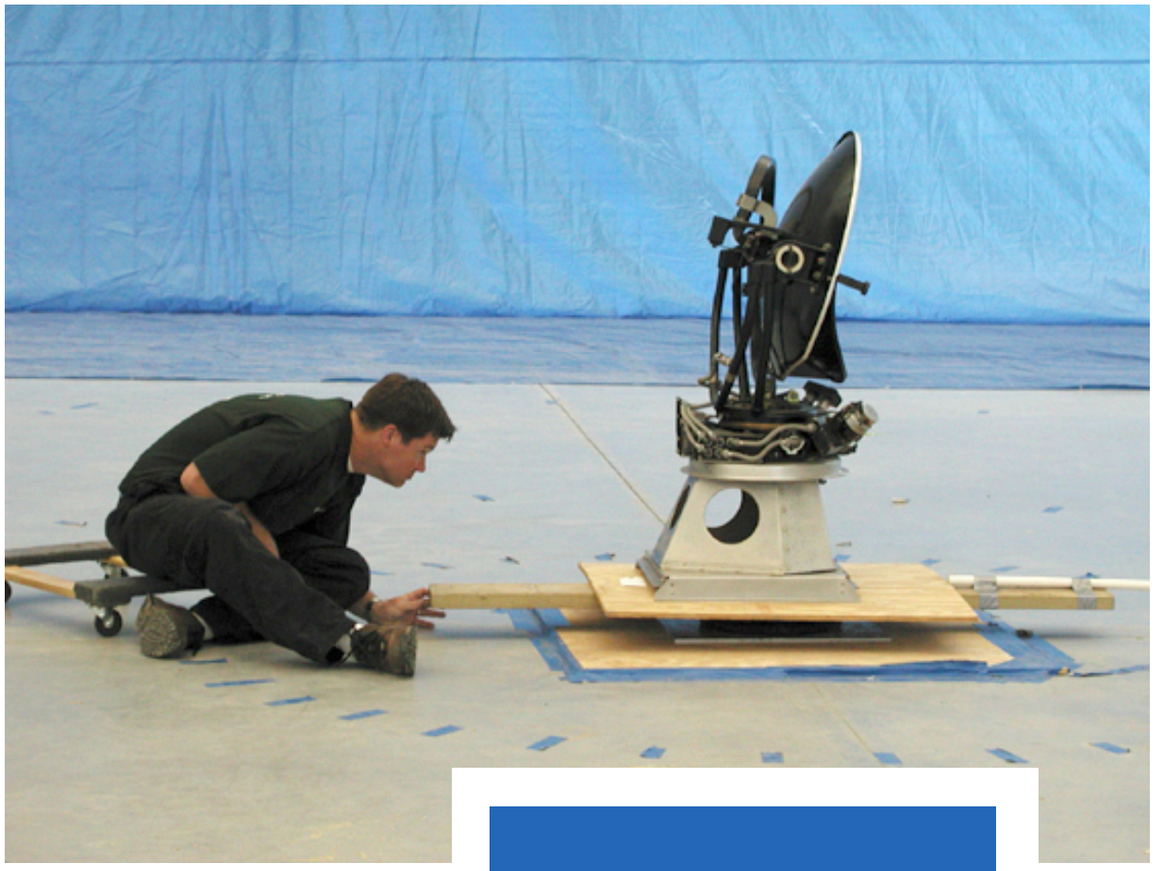
No Two Shoots Ever the Same



Canon 1Ds with 14mm and
Kaidan Cubic VR Head

Canon 1Ds with 8mm Fisheye Lens


BUD LIGHT



BUD LIGHT

Demo

Software

- Canon—Remote Capture
- Adobe—Photoshop 7
  - With raw import plug-in
- Apple Computer—Preview, iphoto, Final Cut Express, QTVR Authoring Studio, Mail
- Realviz—Stitcher
- VR Toolbox—The Works 2.0

Content Display and Use

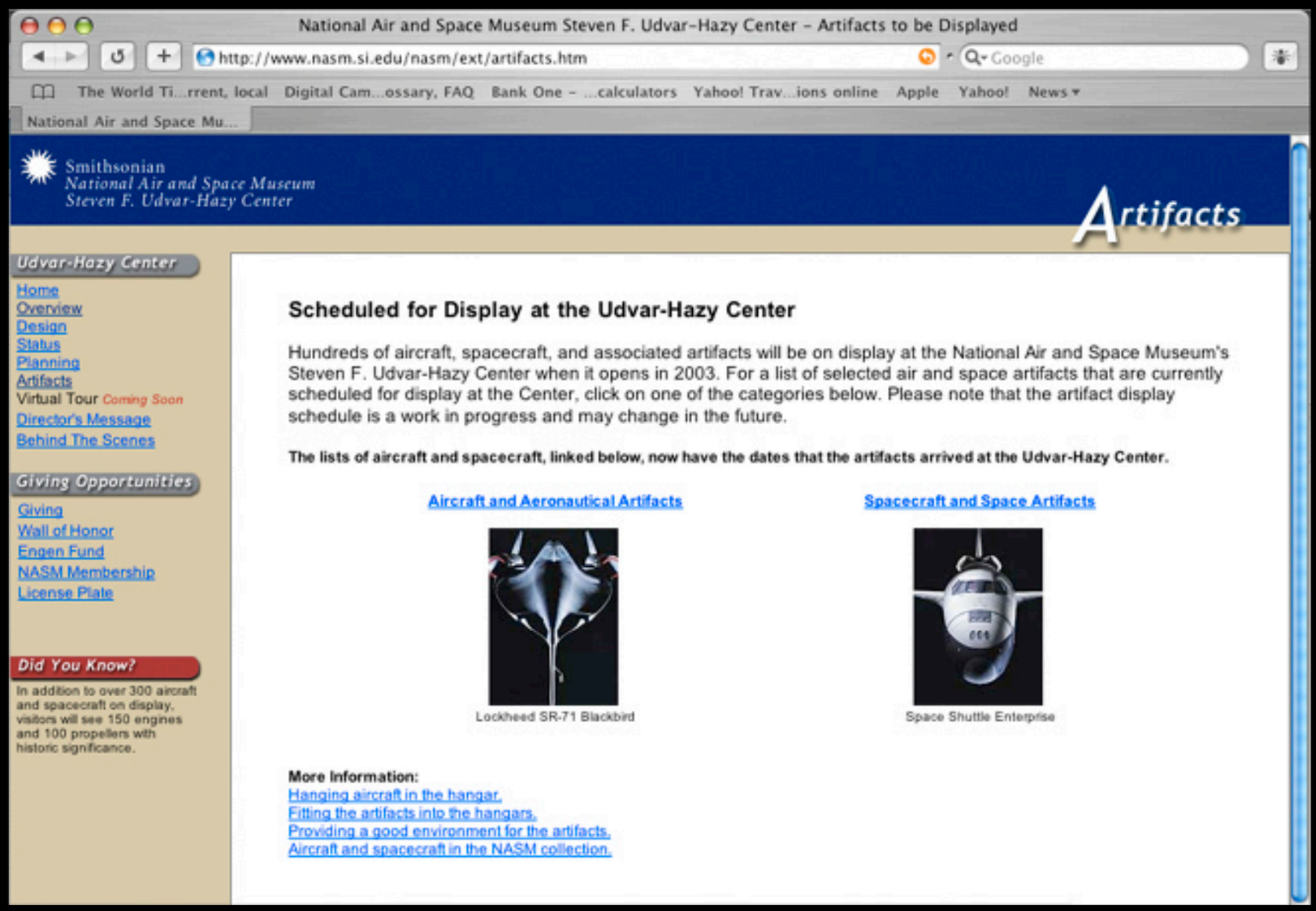
Kiosk

Plasma Displays

Hand-Held

Content Display and Use

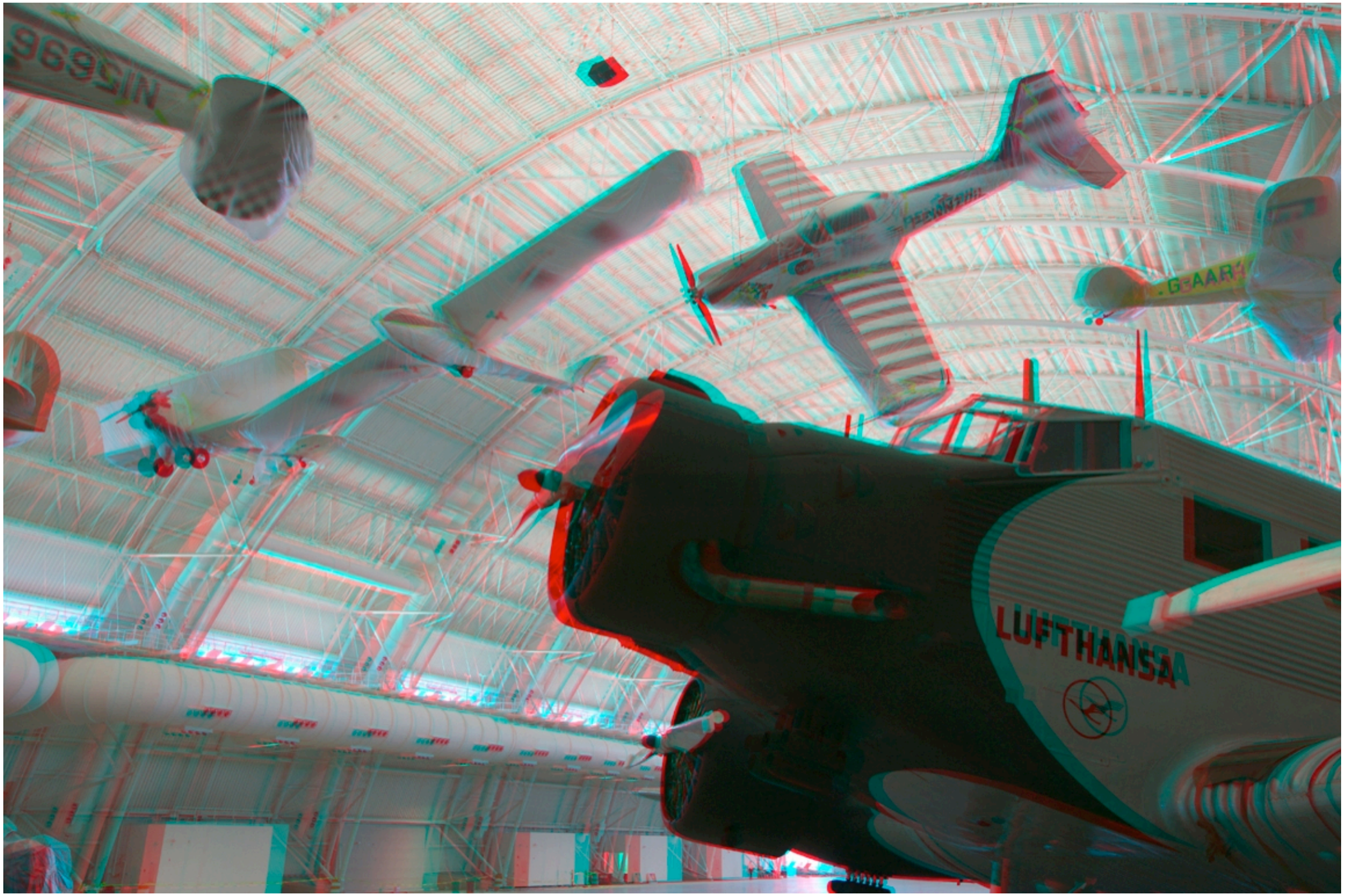
Web Use



CD and DVD Use

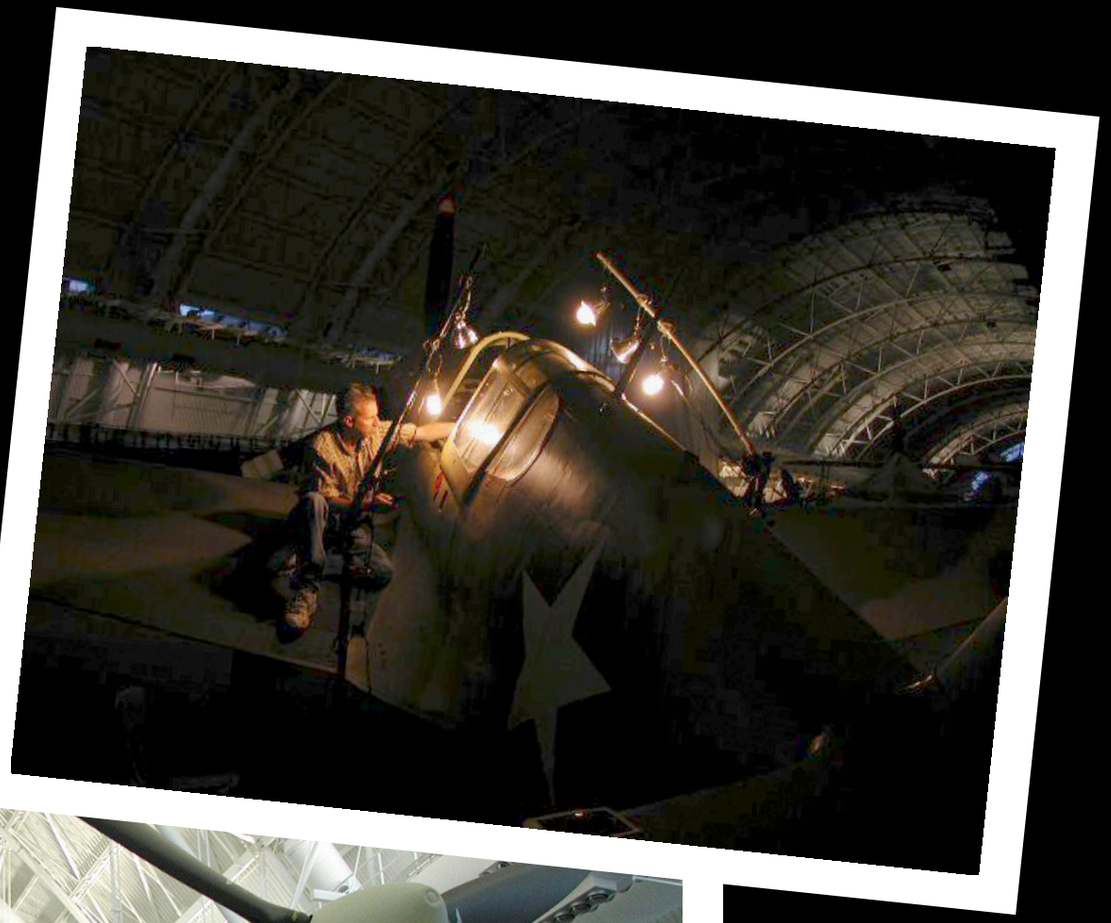
Other Cool Stuff

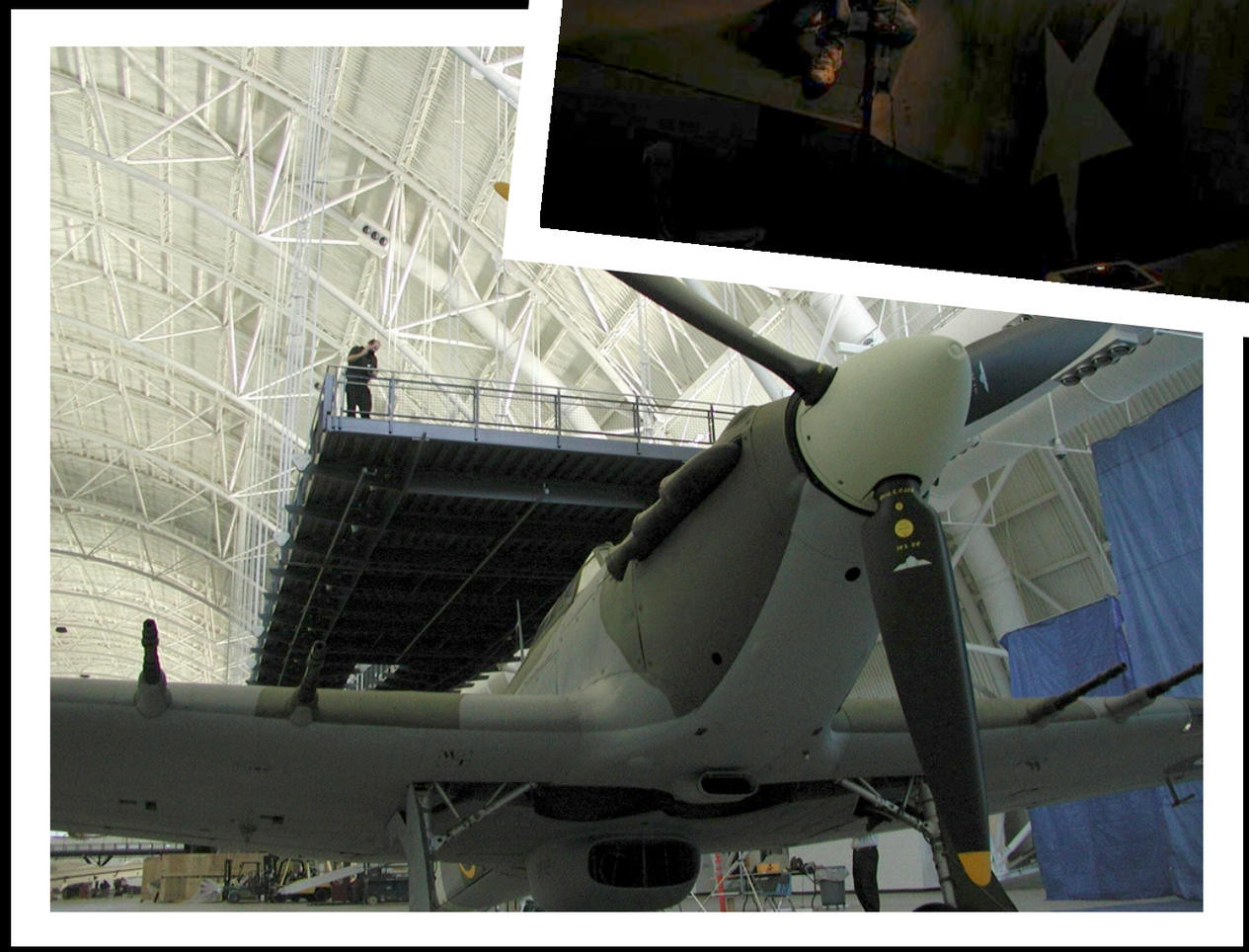
3D and VR



How to Make It a Business

- Skills needed
  - Marketing
  - Negotiation
  - Photo
  - Computer





The Three Most Important Items to Remember

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1. Perseverance

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2. Thinking outside the box

The Three Most Important Items to Remember

1. Perseverance
2. Thinking outside the box
3. Whatever you're charging…

It's not enough

Thanks for Coming!

That VR Guy

Wrap Up

Roadmap—Thursday

	The Mission	Haight/ Ashbury	SOMA
9:00		723 The Real Story About MPEG-4 Visual Licensing	724 What's New With QuickTime VR?
10:30		725 QuickTime and Enhanced CDs	726 Cutting-Edge Projects Using QuickTime VR
12:00			
2:00	727 QuickTime Streaming Server Programming	728 Produce a Listening Party With QuickTime	729 Industrial-Strength Encoding
3:30		FF011 QuickTime Feedback Forum	
5:00			

Moved *to* Marina

Roadmap—Friday

	Pacific Heights	Haight/ Ashbury
9:00		
10:30	730 QuickTime Alternative Programming Environments	
12:00		
2:00	731 Internet Application Development: The New Frontier	
3:30		
5:00		

Who to Contact

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http://developer.apple.com/wwdc2003/urls.html

For More Information

Documentation

General Information

http://www.apple.com/quicktime

Developer Information

http://developer.apple.com/documentation

QuickTime Information

http://developer.apple.com/QuickTime

Do Not Miss!

Lab: QuickTime Content Creation

Meet with QuickTime content experts for daily content specific topics that are of special interest to you. Bring your own media and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab: QuickTime Development

Meet with Apple's QuickTime engineers. Each day will emphasize a specific QuickTime development topic. Bring your own code and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab Hours

Monday	12:00pm to 6:00pm
Tuesday	9:00am to 6:00pm
Wednesday	9:00am to 6:00pm
Thursday	9:00am to 4:30pm
Friday	9:00am to 6:00pm

Q&A

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http://developer.apple.com/wwdc2003/urls.html

WWDC 2003

Worldwide Developers Conference